

7791-0123-25 CONT

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Re B

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF:
LARRY J. DAY, ET AL.

: GROUP: 2761 (ANTICIPATED)

SERIAL NO: NEW APPLICATION

: EXAMINER: POINVIL, F. (ANTICIPATED)

FILED: HERewith

FOR: TARGETED MARKETING AND PURCHASE
BEHAVIOR MONITORING SYSTEM

PRELIMINARY AMENDMENT

ASSISTANT COMMISSIONER FOR PATENTS
WASHINGTON, D.C. 20231

SIR:

Please cancel claims 1 - ~~121~~¹⁰¹.

Please add the following new claims.

1.126 102 ~~122~~. A computer implemented method comprising the steps of:
transmitting a customer's customer identification from a kiosk to a computer, said
computer in communication with at least one database (1) containing incentive offer criteria
associated with an identification of a product and (2) containing customer shopping habit data
associated with said customer identification;

determining incentive offer criteria satisfied by said customer's customer shopping
habit data;

communicating to said kiosk an incentive offer for said product associated with said
incentive offer criteria satisfied by said customer's customer shopping habit data;

inputting at a POS terminal of a retail store a customer identification in association
with an identification of an item of a product being purchased by said customer; and

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